

VIRGINIA SLIMS LEGENDS						
PUBLIC RELATIONS RESULTS						
1995 - 1997						
NATIONAL	1995	1996	1997			
Circulation		16,295,961	5,474,251			
Readership		40,739,902	13,685,628			
# of Stories		23	25			
TAMPA						
Circulation	63,247,042	28,628,006	17,117,890			
Readership	158,117,605	71,572,516	42,794,725			
# of Stories	579	165	135			
CHICAGO						
Circulation		8,867,453	8,998,689			
Readership		22,168,633	22,496,723			
# of Stories		136	141			
PITTSBURGH						
Circulation			4,429,959			
Readership			11,074,898			
# of Stories			34			
NASHVILLE						
Circulation			652,716			
Readership			1,631,790			
# of Stories			3			
DALLAS						
Circulation		15,488,781	790,142			
Readership		55,365,620	1,975,355			
# of Stories		178	2			
DELRAY						
Circulation	20,572,962	33,348,021				
Readership	51,432,405	83,370,052				
# of Stories	130	221				
HOUSTON						
Circulation	17,758,493	20,695,065				
Readership	44,396,232	65,961,293				
# of Stories	40	78				
OKLAHOMA CITY						
Circulation	5,276,481	8,738,664				
Readership	13,191,203	28,252,055				
# of Stories	15	85				
RICHMOND/CHARLOTTE						
Circulation	11,015,012					
Readership	58,782,310					
# of Stories	92					
GRAND TOTALS						
Circulation	117,869,990	132,061,951	37,463,647			
Readership	325,919,755	367,430,071	93,659,119			
# of Stories	856	886	340			
TAMPA	SPORTS	LIFESTYLE	GRASSROOTS	PROTEST	TOTAL	NAF/MENTIONS
1996 Stories	116	19	23	7	165	11
1997 Stories	110	7	17	1	135	8
CHICAGO	SPORTS	LIFESTYLE	GRASSROOTS	PROTEST	TOTAL	NAF/MENTIONS
1996 Stories	68	13	55	0	136	5
1997 Stories	32	72	33	0	137	26
PITTSBURGH	SPORTS	LIFESTYLE	GRASSROOTS	PROTEST	TOTAL	NAF/MENTIONS
1997 Stories	28	3	2	0	33	7

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